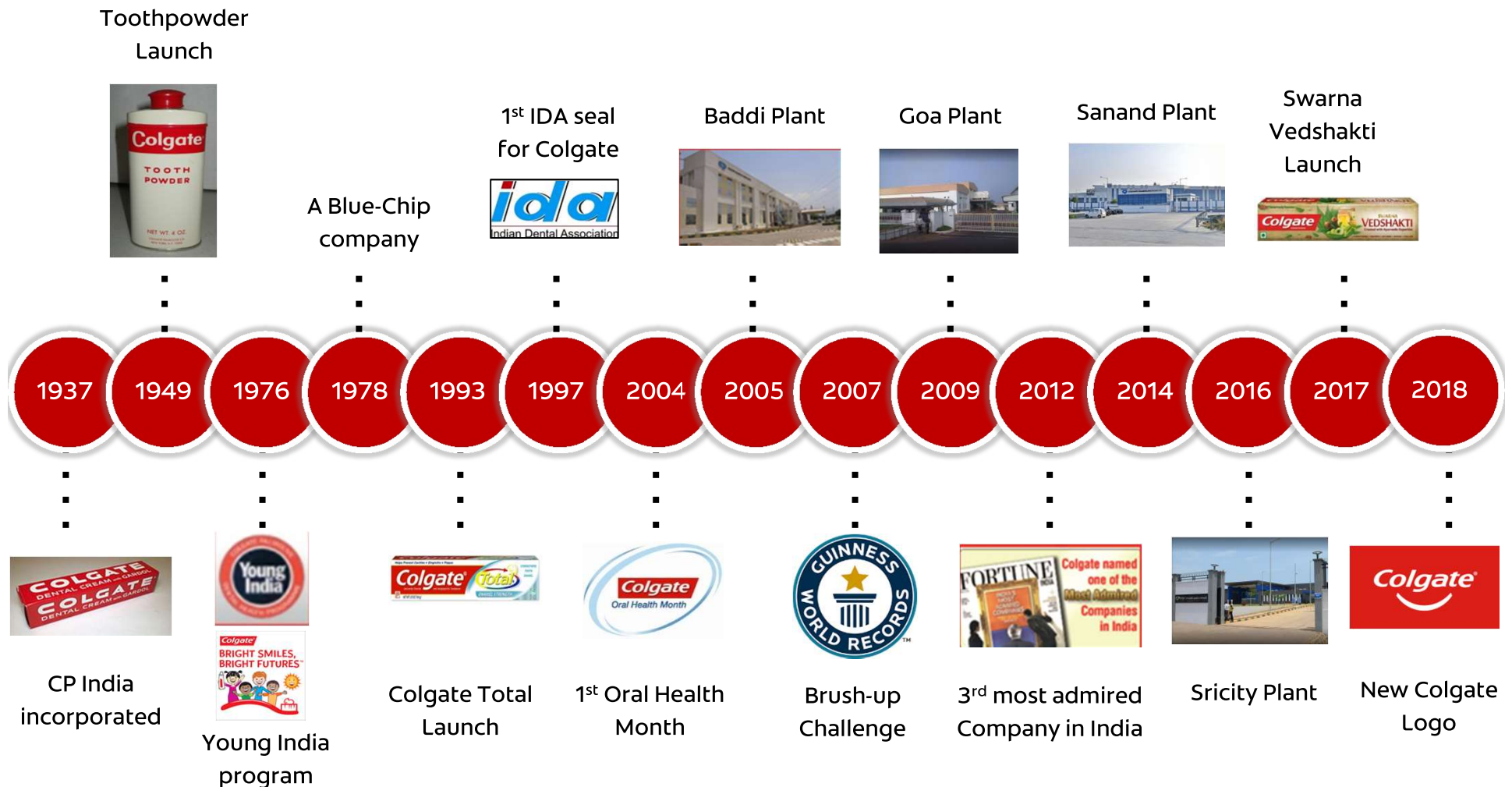


With a Smile at the Heart of Colgate



80+ Yrs of Spreading Smiles



Colgate is No.1 Most Trusted Oral Care Brand of India



Trusted by Mega Celebrities



Key Priorities

Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

Effective
deployment
of Cash flow

Leading to
win

Key Priorities

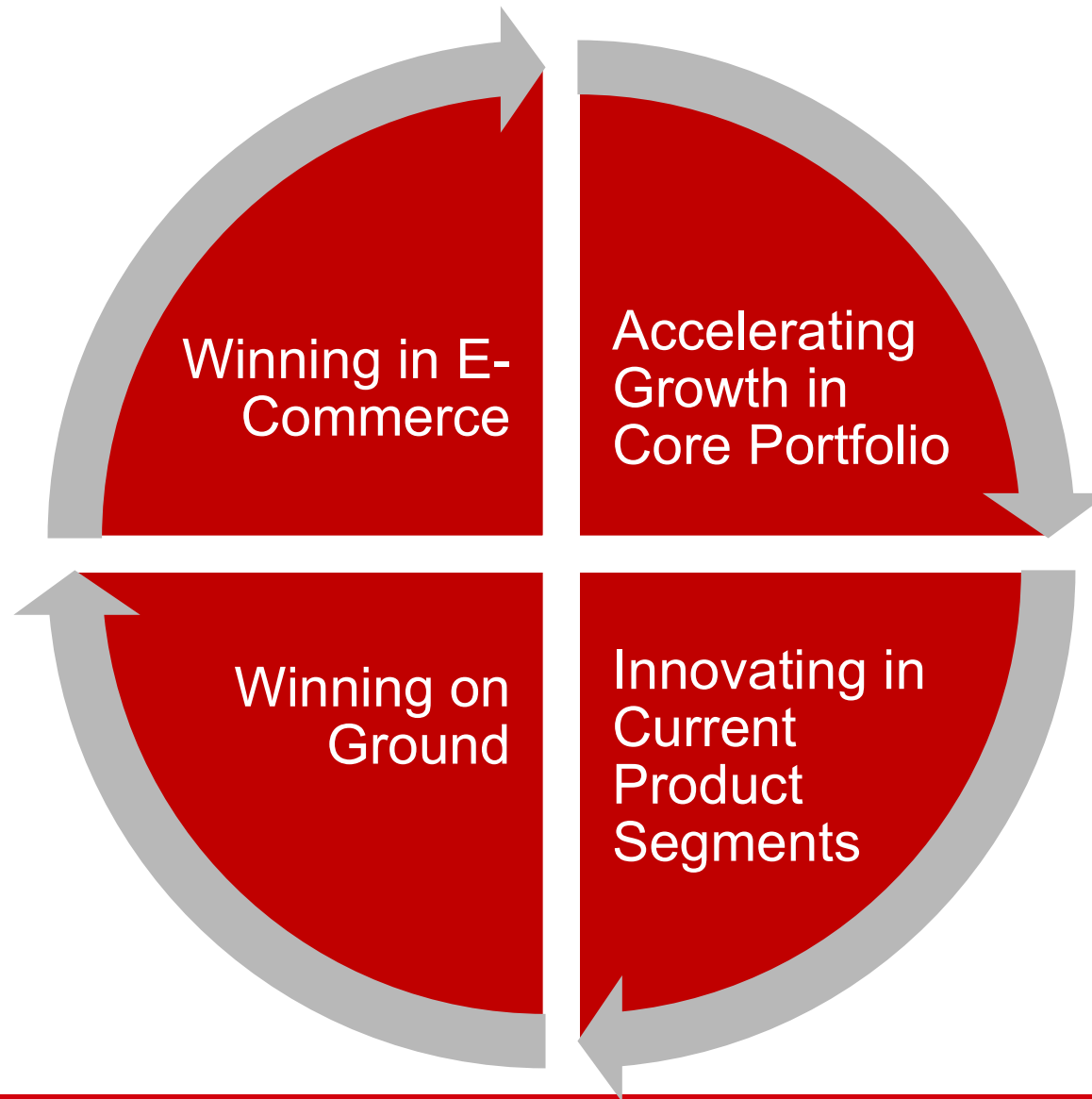
Driving
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deployment
of Cash flow

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win

Driving Organic Sales Growth



Driving Organic Sales Growth



Accelerating Growth in Core Portfolio



Accelerating Growth in Core Portfolio



Strengthening the Colgate Brand Belief



THERE ARE TRANSFORMATIONAL MOMENTS IN LIFE WHERE WE DON'T FEEL SURE, AND IN THESE MOMENTS OF SELF-DOUBT,
A SMILE IS OUR SECRET WEAPON, WHICH DISSOLVES NEGATIVE THOUGHTS, BOLSTERS COURAGE AND NUDGES US TO BETTER PLACES

SMILE KARO AUR SHURU HOJAO

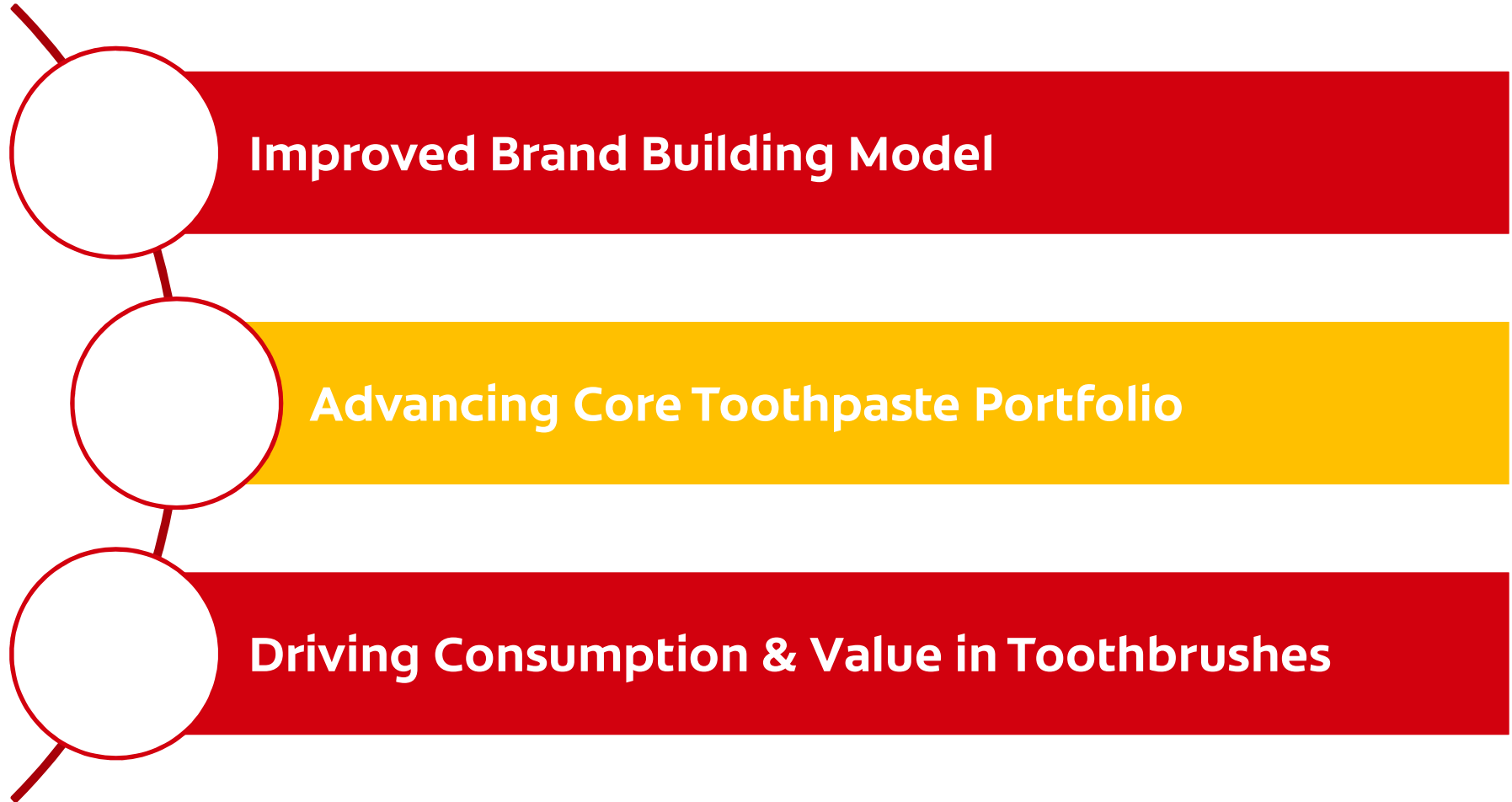
Smile Karo Aur Shuru ho Jao – TVC



- Colgate on India's biggest media property: IPL
- **450 MM+** on TV and **250 MM+** on Online TV



Accelerating Growth in Core Portfolio



India's #1 Brand Now with Calcium Power



New Way of talking to Consumers



NEW IMC

'Andar se Strong' moment reflected as 'Bahar se Smiles'



Football Ad



Real Story of India's biggest celeb

Real Stories of India's Biggest Celebs



New News in India's #1 Salt Toothpaste



Power of Salt Micro Crystals

Adapting Communication to Local Culture



Tamil Nadu



West Bengal

The New Improved Colgate Total



— NEW COLGATE TOTAL —
**WITH DUAL ZINC
AND ARGININE**

Upgrade to a healthier mouth

+++ WITH NEW AND IMPROVED BENEFITS +++



Upgrade to a healthier mouth



ANTI-SENSITIVITY BENEFIT
across all variants



**INSTANT NEUTRALIZATION
OF ODORS** associated with
bad breath



Improved
ENAMEL PROTECTION



Improved
FOOD ACID NEUTRALIZATION



NEW COOLING FLAVORS
for long lasting freshness

With a new IMC !



Size: 28" x 24"



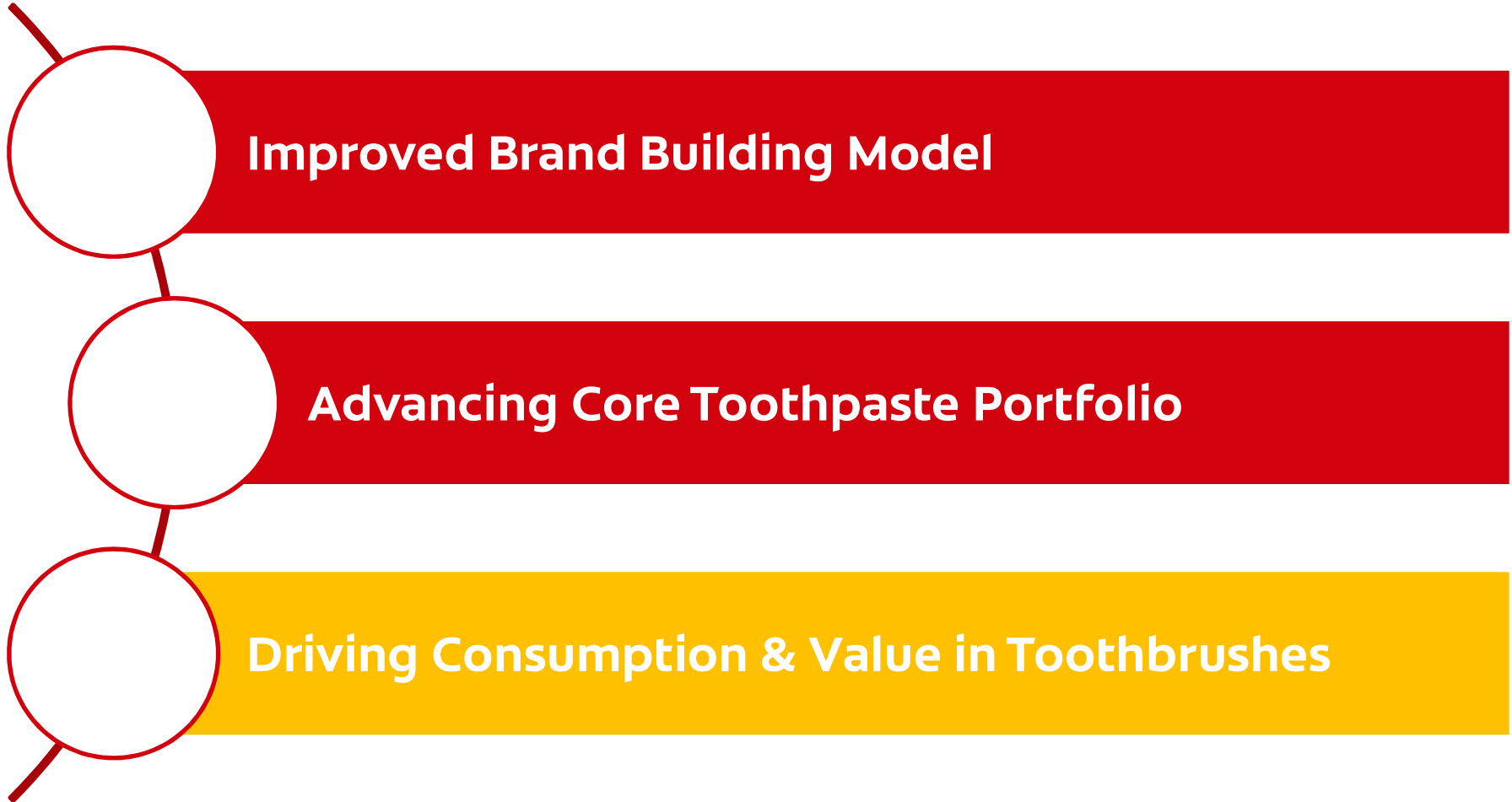
Size: 12in X 48 in



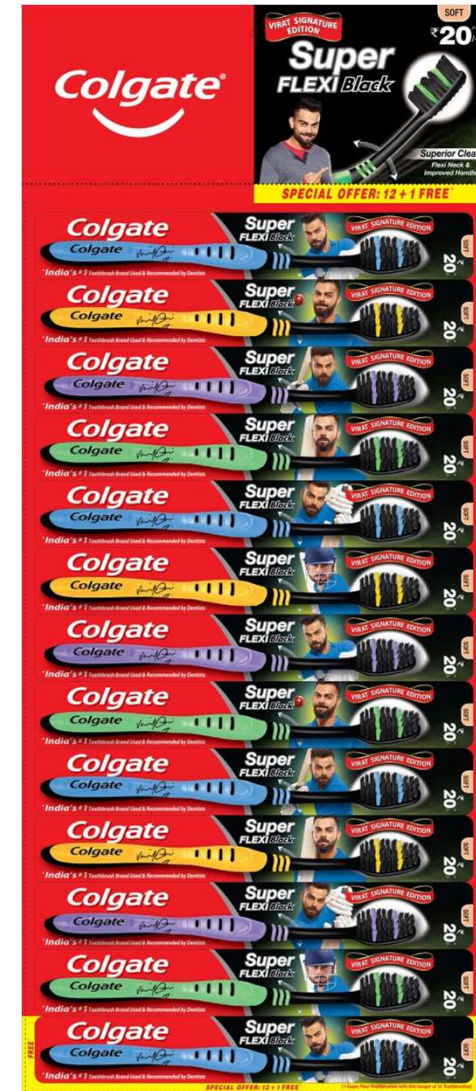
With New Packaging !



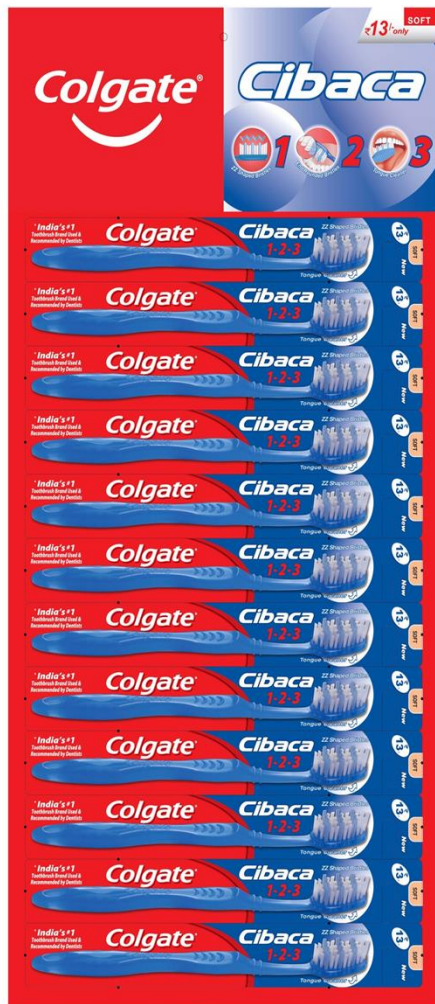
Accelerating Growth in Core Portfolio



Leveraging Celebrities for Engagement



Bringing Colgate Smile to Toothbrushes



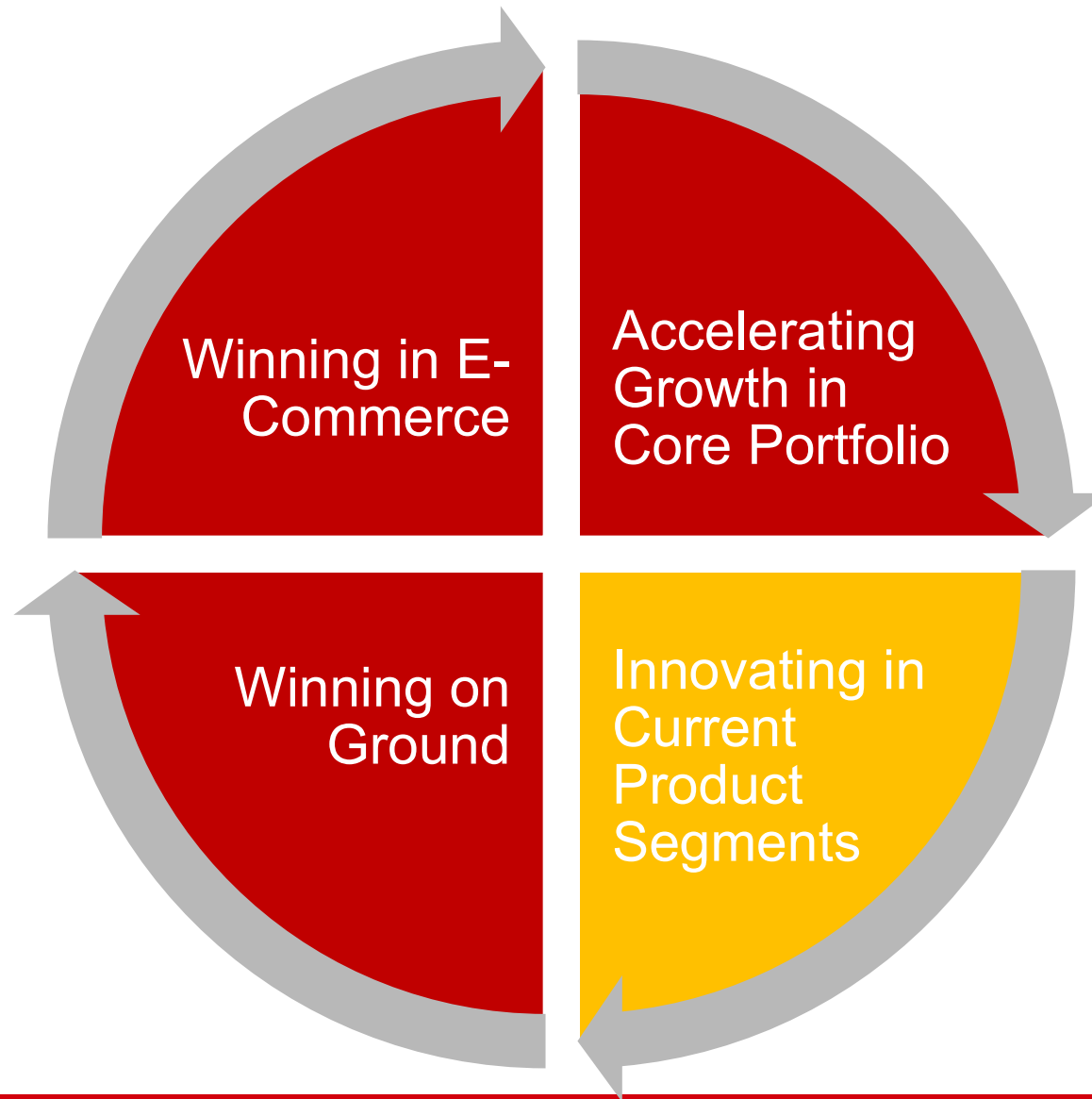
Increasing Consumption with Multipacks



Driving Consumer Value with 99 packs



Driving Organic Sales Growth



Innovating in Current Product Segments



Continue the momentum in Naturals Toothpaste

Focusing on Kids Portfolio Opportunity

Expanding Palmolive Equity in New Categories

Innovating in Toothbrushes

Innovating in Current Product Segments



Continued focus on Swarna Vedshakti



Leveraging leading Celebs



Kajol



Jyothika - South

Unprecedented Sampling across Platforms

Sampling with Colgate SKUs



Regionally Strong Brands



Modern Trade



Petrol Pumps & ECommerce



Pan India festival Presence



Durga Puja, West Bengal



Rath Yatra, Puri



Ganesh Chaturthi, Maharashtra

**Making it
bigger in 2019**

Painting the town with SVS



Sample distribution at key junction points



Changing the game with SVS Sachet !



Suraksha Wristbands

Given to families with children with space to write emergency contact number



Brushing Stations



Suraksha Ropes

Given to families to help them be with each other



And Adding to the list...Kumbh Mela 2019

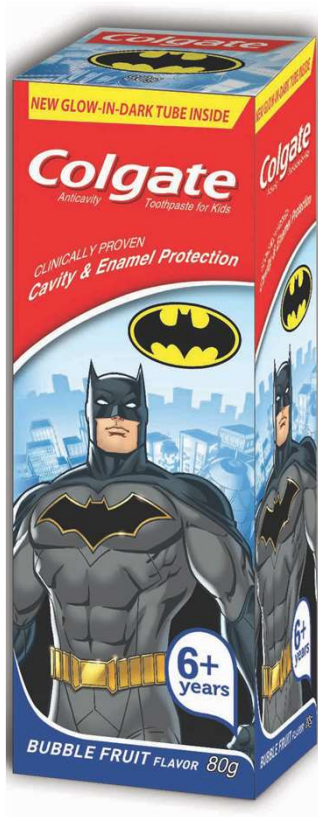


150 MM + Footfalls
One in 5 visitors exposed to SVS

Innovating in current product segments



‘MAKE BRUSHING FUN’ – LEVERAGING CHARACTERS



New Kids IMC –Amplification across Platforms

Digital advertising



Exciting Promotions



In-store engagement



Innovating in Current Product Segments



Presenting Palmolive Facial Bar



High Impact Launch – Digital



YouTube voot



Colgate

High Impact Launch – In store /OOH /Print

Outdoor



In-Store



**Sampling with
Vanitha Magazine
in Kerala**

Palmolive Facial Bars – Launched with singles



Introducing new Multipack

Buy 3 Get 1 Free



Expanding Palmolive in Liquid Refill segment



Innovating in Current Product Segments



Continue the momentum in Naturals Toothpaste

Focusing on Kids Portfolio Opportunity

Expanding Palmolive Equity in New Categories

Innovating in Toothbrushes

Technology led Innovation in Battery Toothbrushes

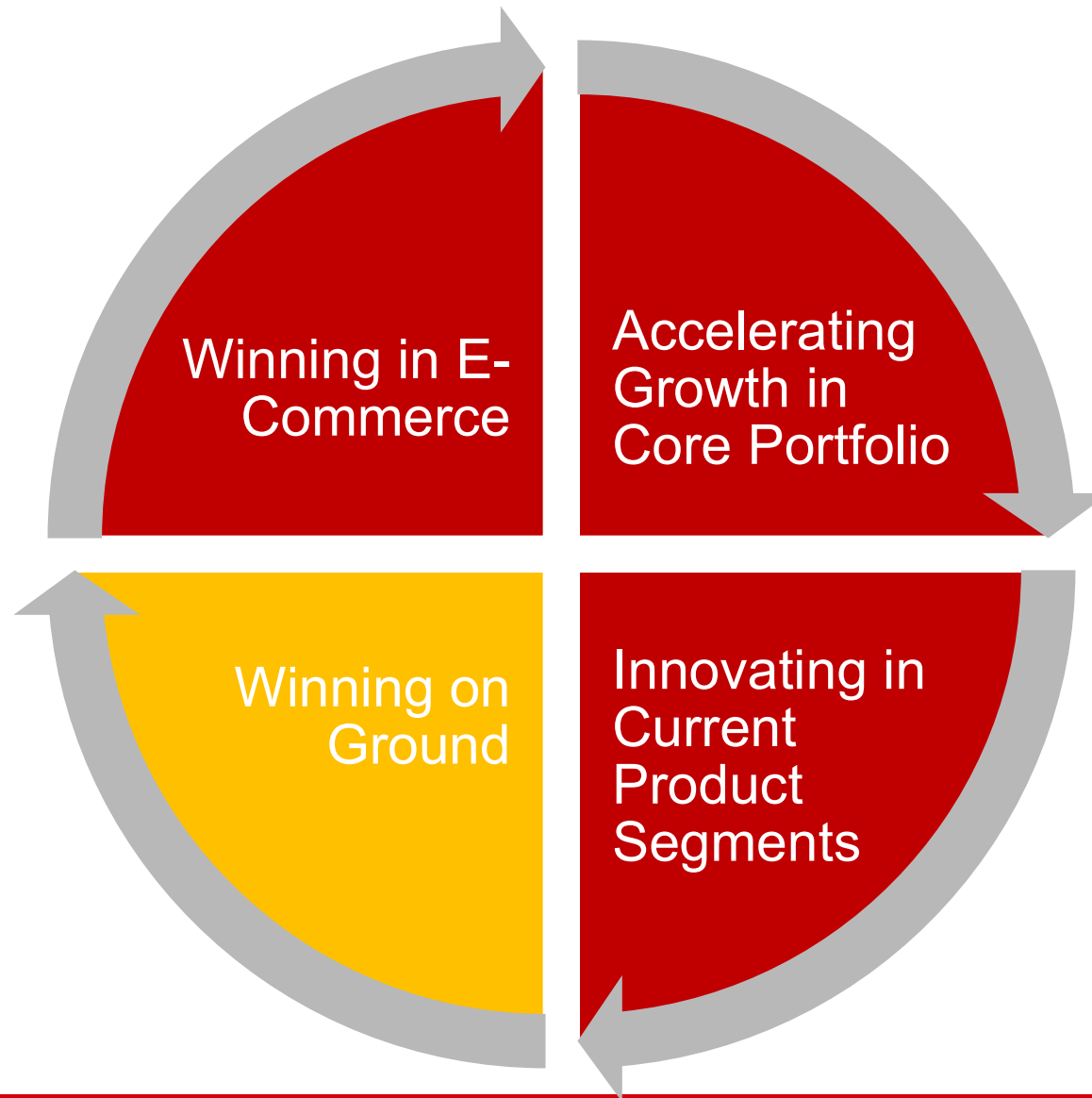


Making strides in affordable sensitive



Sensitive
Toothbrush
@
25/-

Driving Organic Sales growth



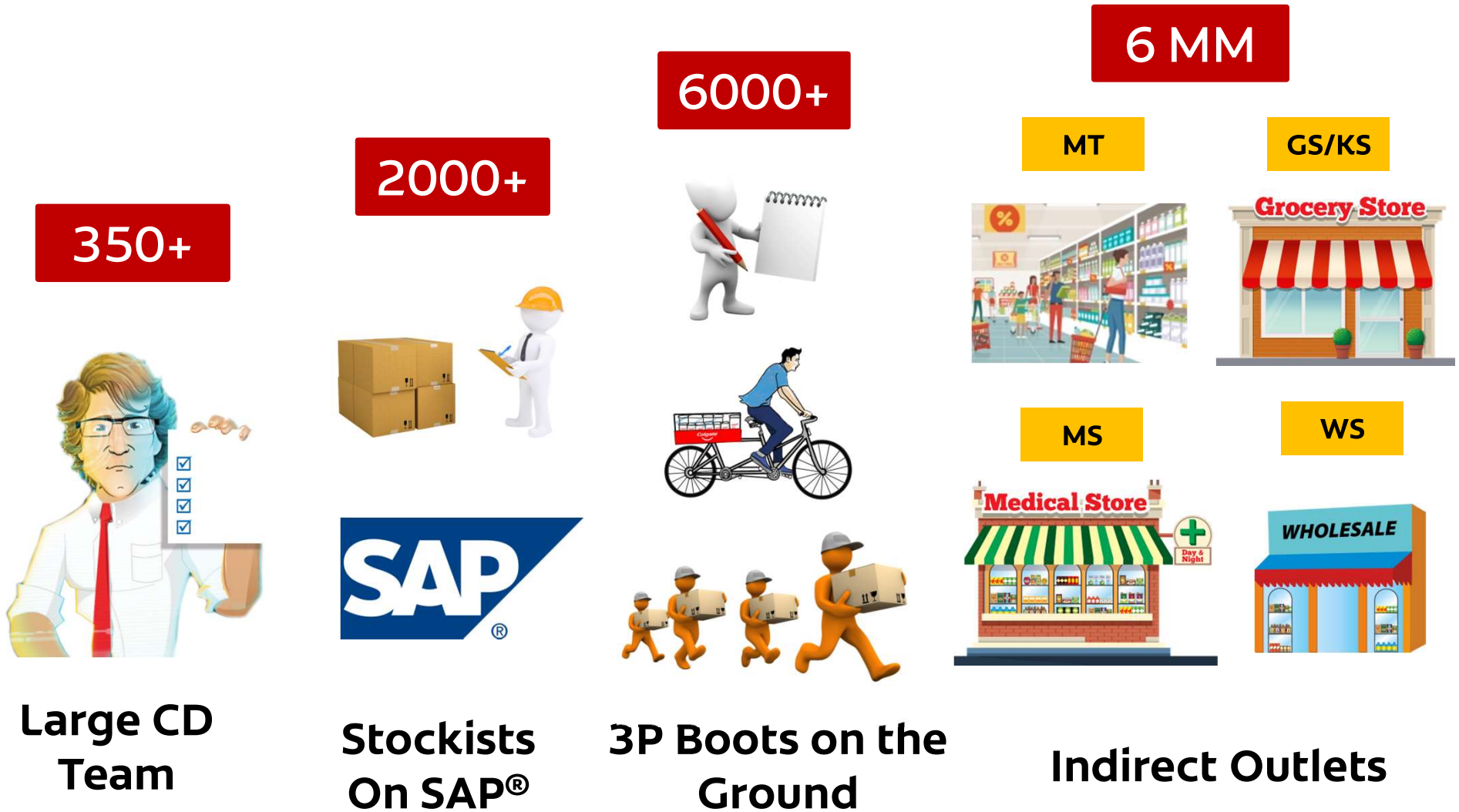
Winning on Ground



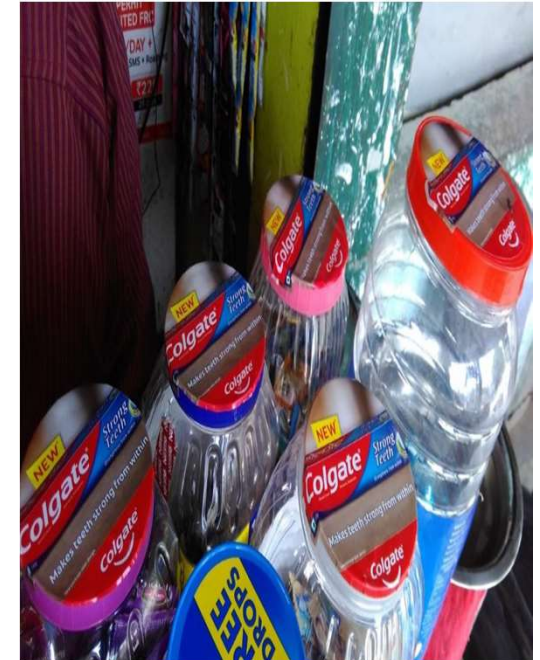
Winning on Ground



Robust Customer Development Team



Winning in Store – CDC #AndarseStrong



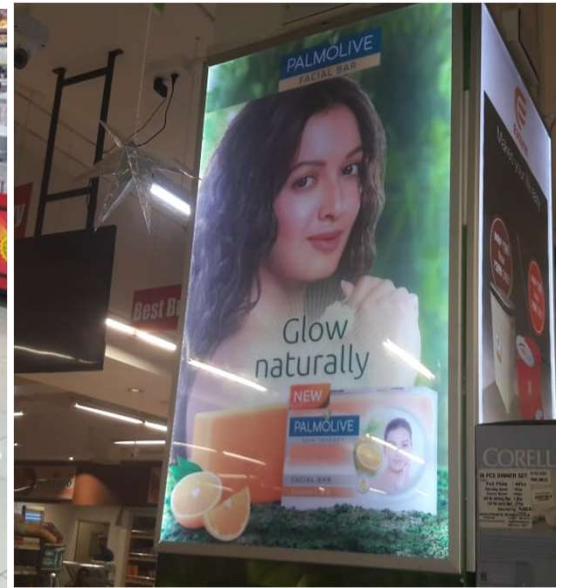
Winning in Store – SVS Activation



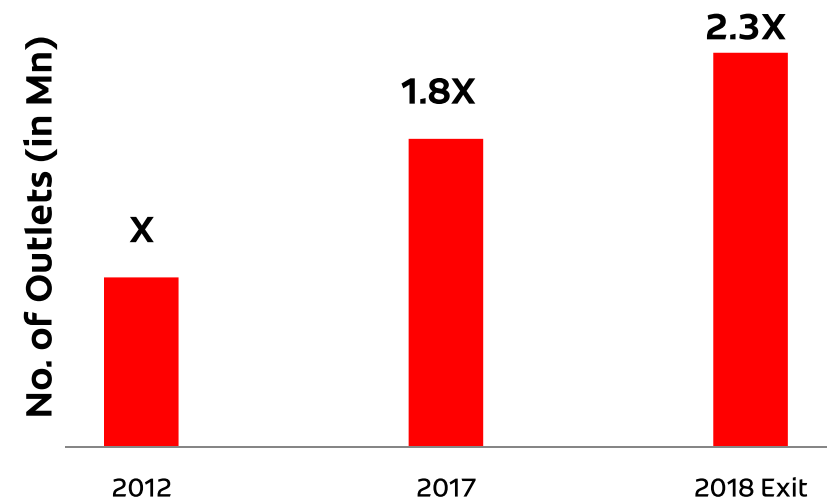
Winning in Store – Total Upgrade



Winning in Store – Palmolive Facial Bars



Giant Leap in Direct Coverage in 2018



Winning on Ground



Winning in Customer Events – Big days



- Participation from cross functional teams across the country
- Significant share gains across categories

SVS crossing 5 share In Top Retail Customers



Driving consumption with saver packs



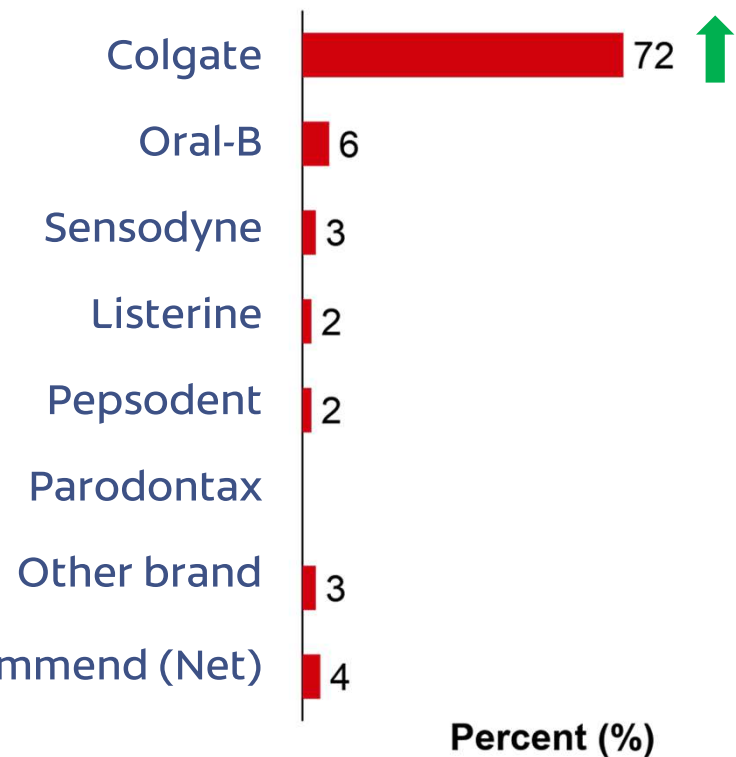
Winning on Ground



Equity Most Often Recommended by Dentists



Do Not Recommend (Net)



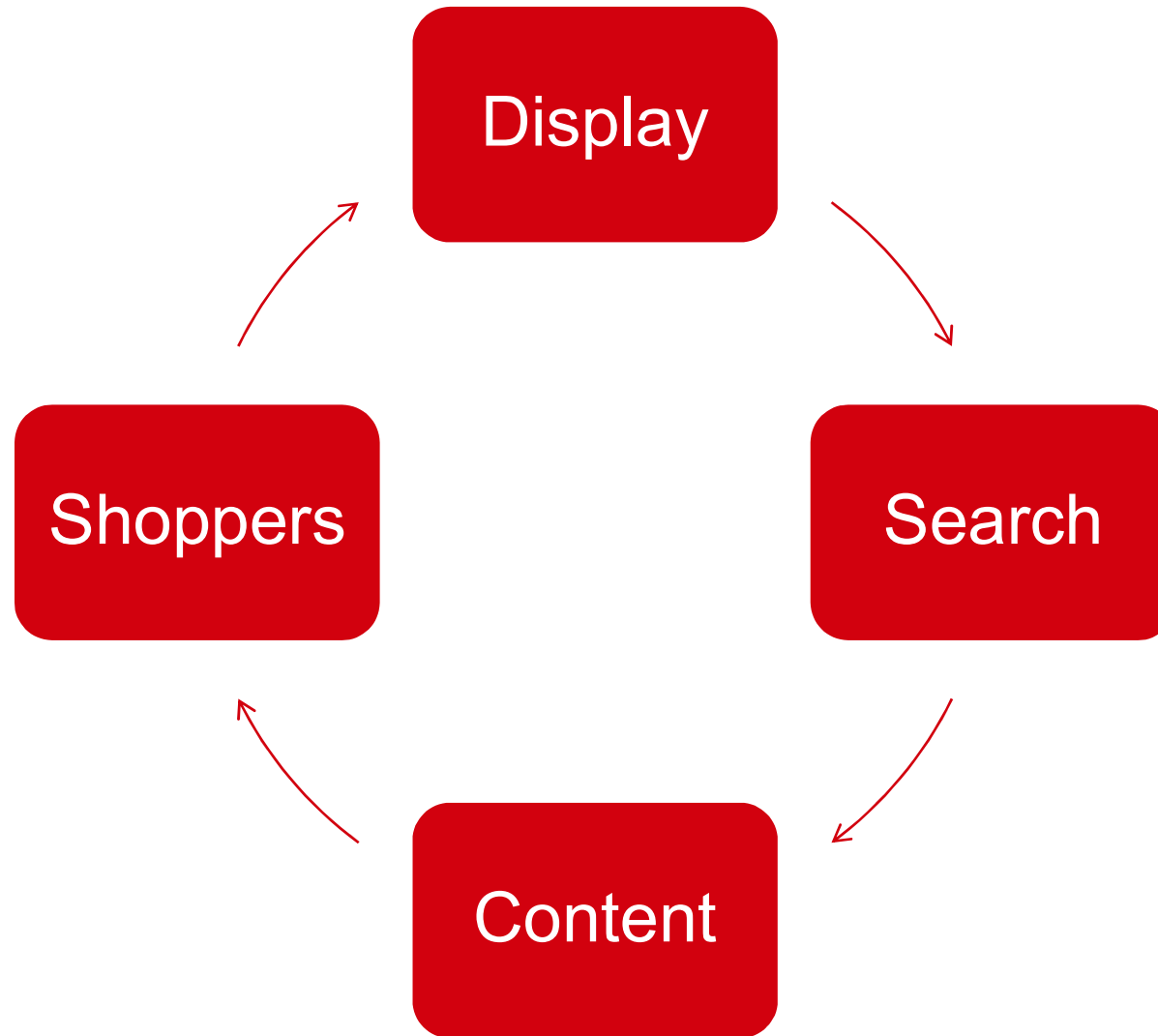
Strong Scientific Engagement with Dentists



Driving Organic Sales Growth



Winning in E-Commerce

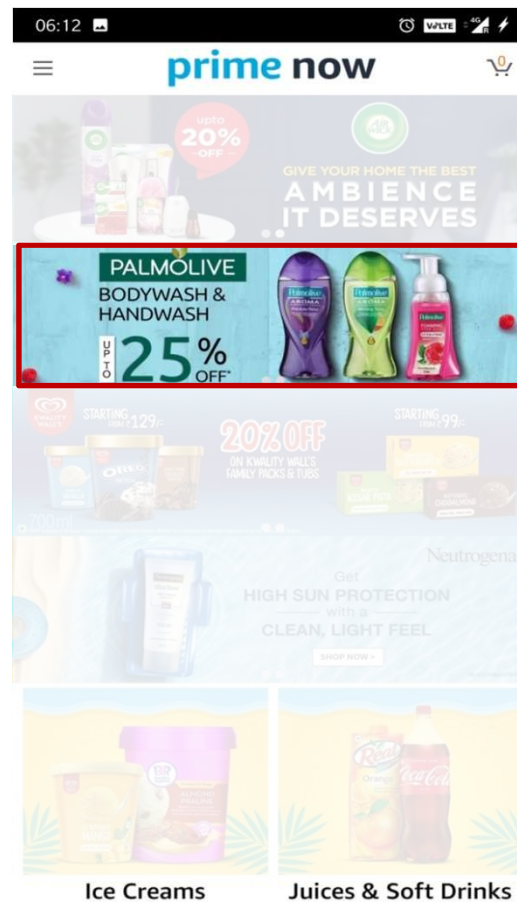


Winning with Display

amazon.in



amazon Prime

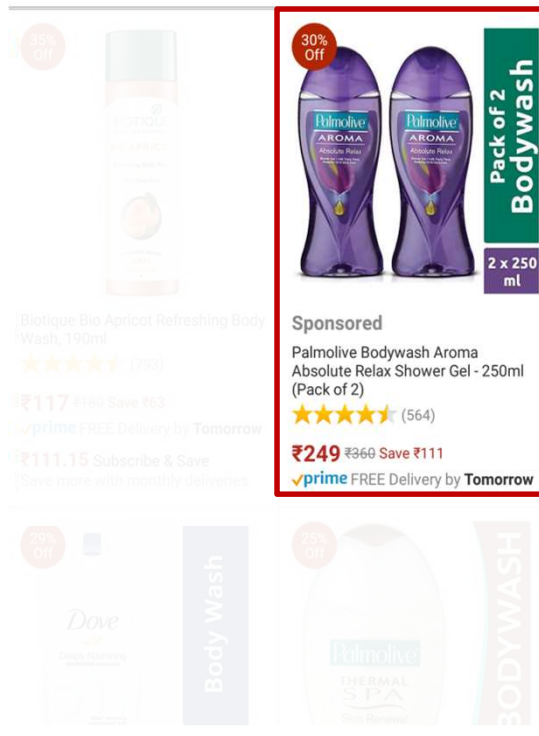
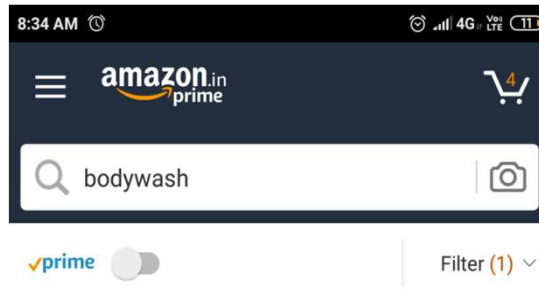
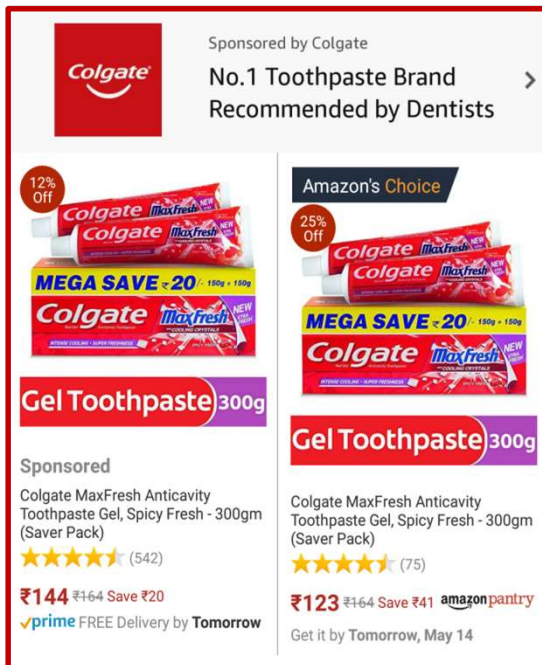
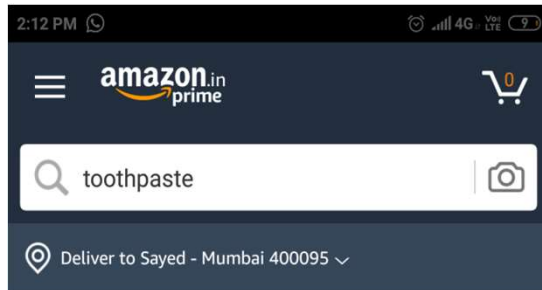


bigbasket



Colgate

Winning with Search



Winning with Content



Pamper Your Skin Everyday



Steps to a Soothing Aroma Bath



Start Your Day Right with Palmolive's Shower Range



Winning with Shoppers

Win scholarships worth ₹10,000/-*

amazon exclusive

WIN SCHOLARSHIPS

Colgate Strong Teeth
with Cavity Protection

Saniya Shekh
Colgate Scholarship Winner
Pimpri, Pune

Colgate

Give a missed call on 1800 123 6563.

*For detailed terms and conditions visit website www.colgatecareers.in. Offer valid till 30th September 2018.

Buy any Colgate Product and get a
FREE DENTAL CHECKUP*
&
100% CASHBACK*

Colgate Strong Teeth
Colgate Plax

Colgate

*Terms and Conditions apply

Colgate

Xtra freshness.
Xtra savings.

Up to **25% off***

NEW **Colgate MaxFresh** NEW
Red Gel Anticavity Toothpaste
WITH COOLING CRYSTALS
INTENSE COOLING • SUPER FRESHNESS
SPICY FRESH TASTE

*On MRP (inclusive of all taxes), for a limited period only.

Winning in Ecommerce

amazon.in

big basket

amazon
Prime now
One-Hour Delivery on Thousands of Products

G
GROFERS

NYKAA

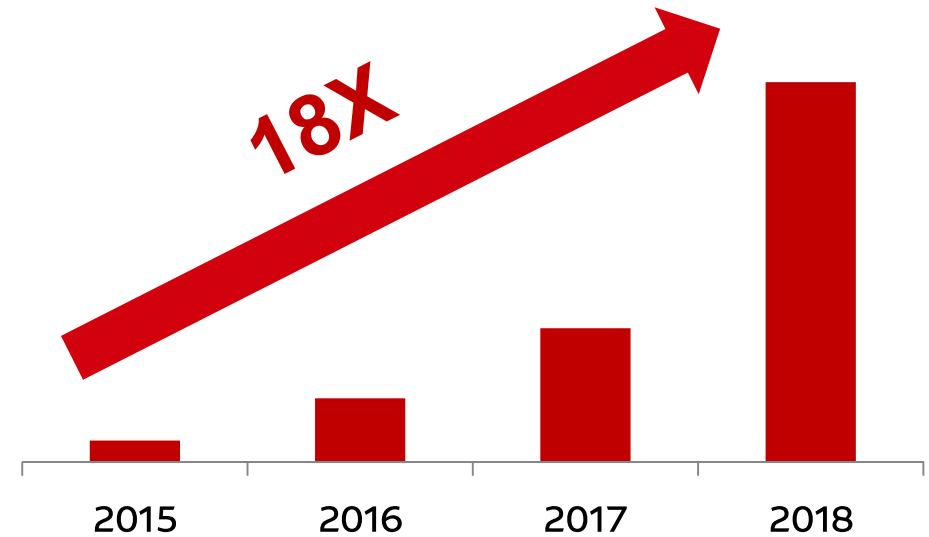
Flipkart



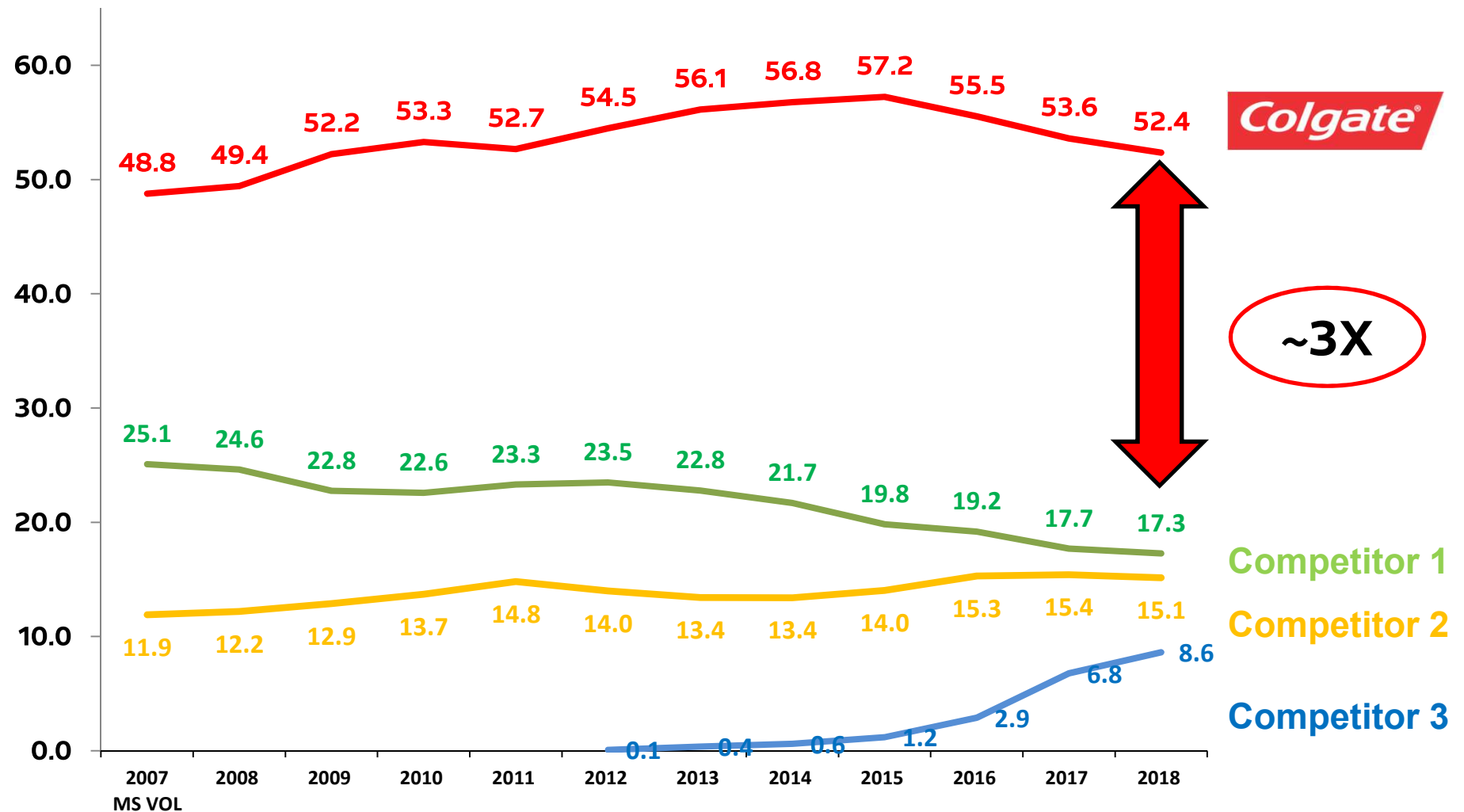
paytm
mall

amazonbusiness

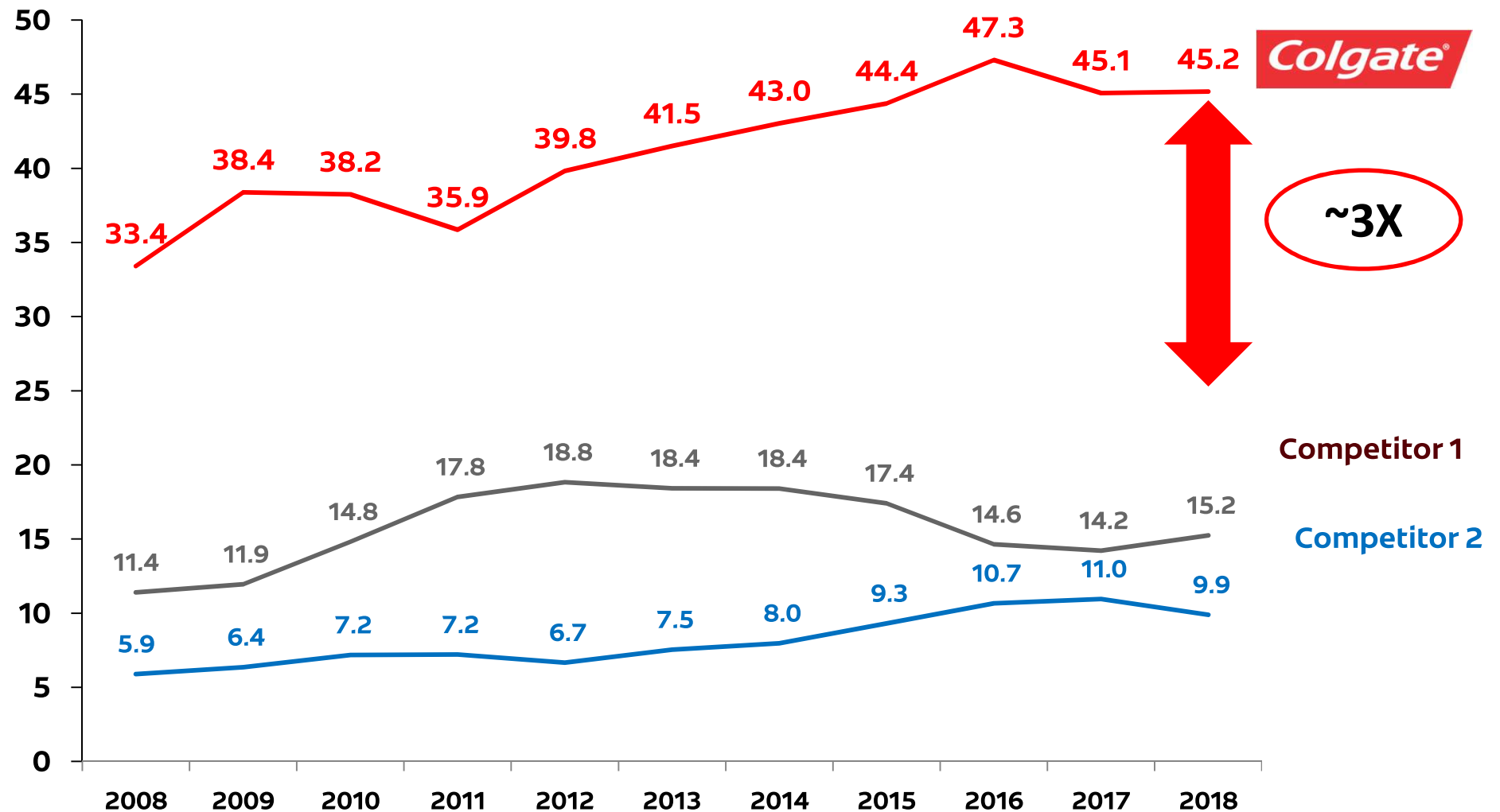
Colgate Ecommerce Business



Strong Toothpaste Volume Share



Toothbrush Volume Share



Key Priorities

Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

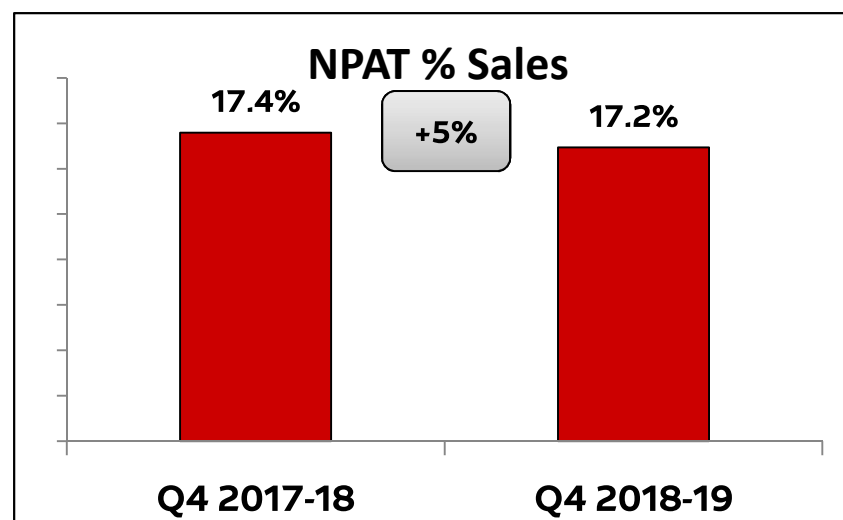
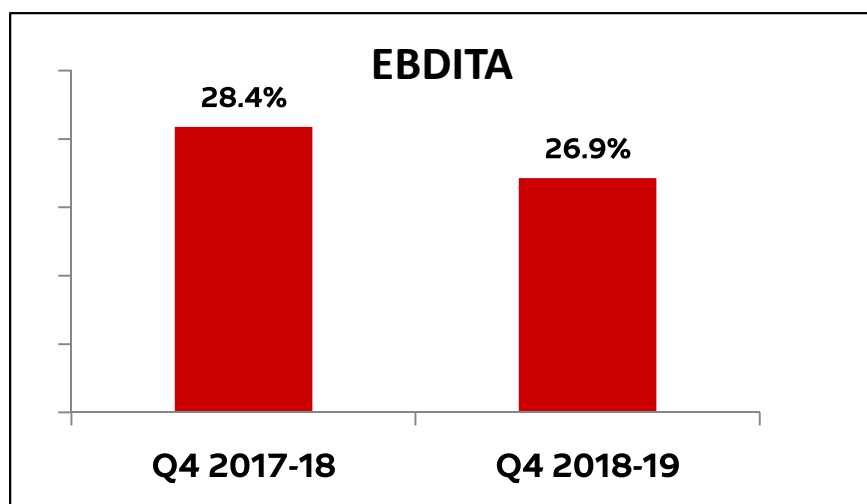
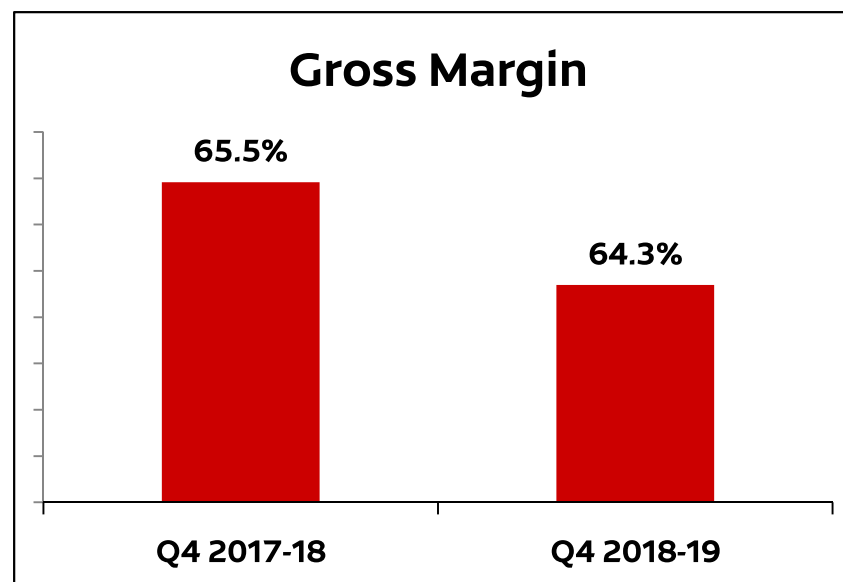
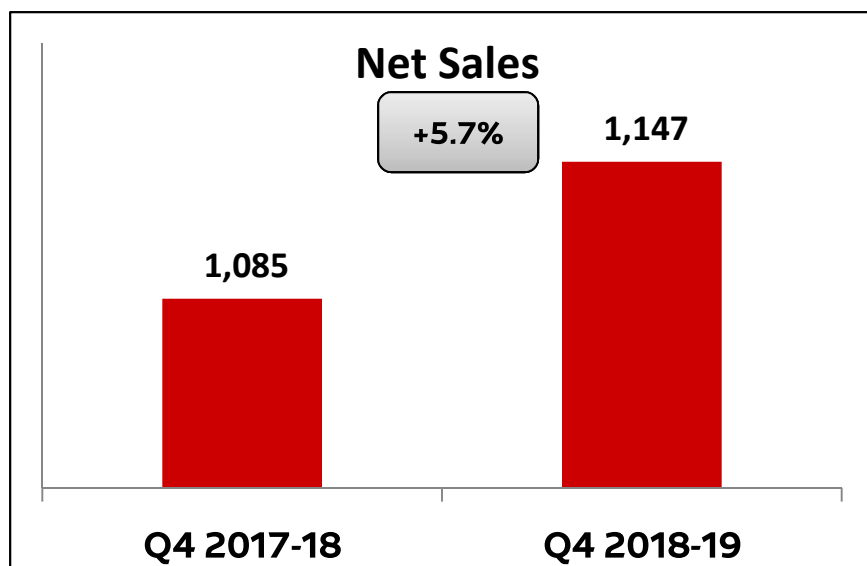
Effective
deployment
of Cash flow

Leading to
win

Finance Strategy



Q4 2018-19



Q4 2018-19

Q4 2018-19

Net Sales

+5.7% growth

Gross Margin

64.3% to NS
-120 bps

Advertising

13.6%

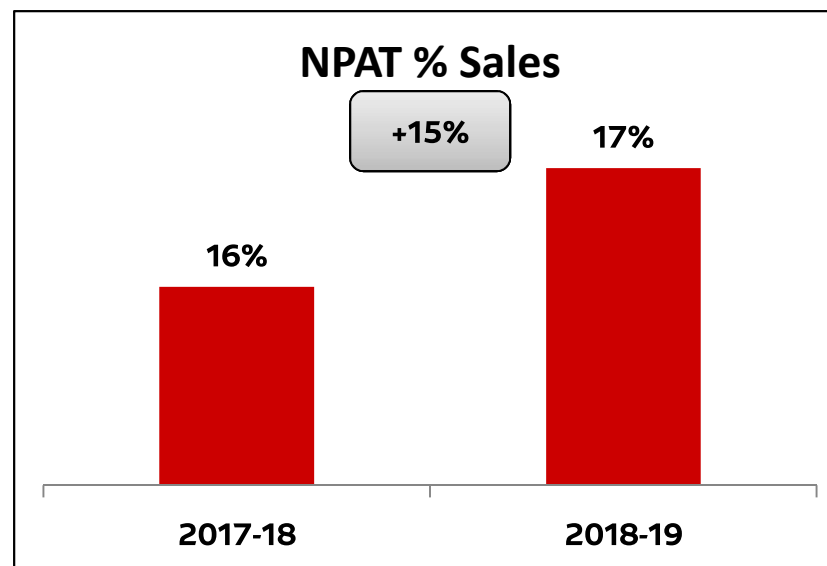
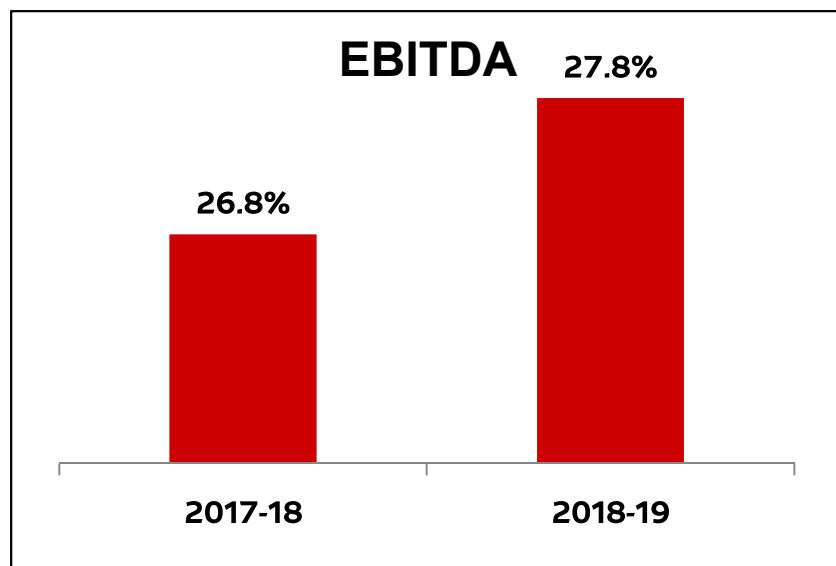
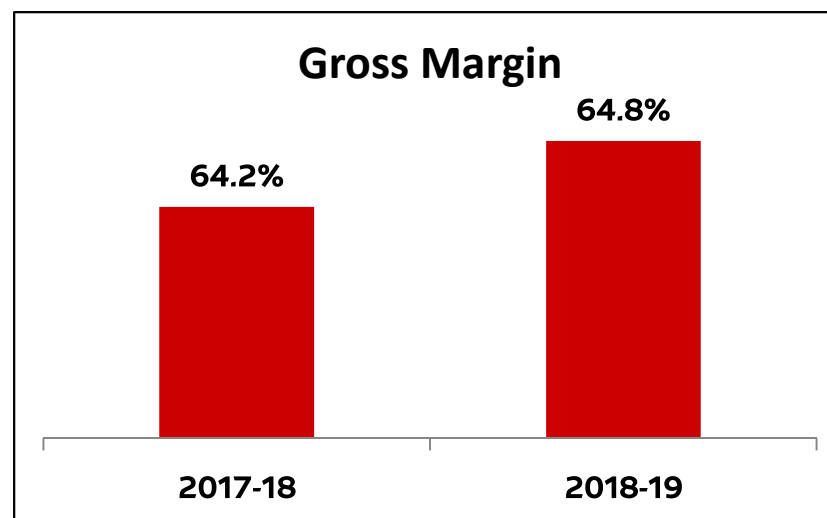
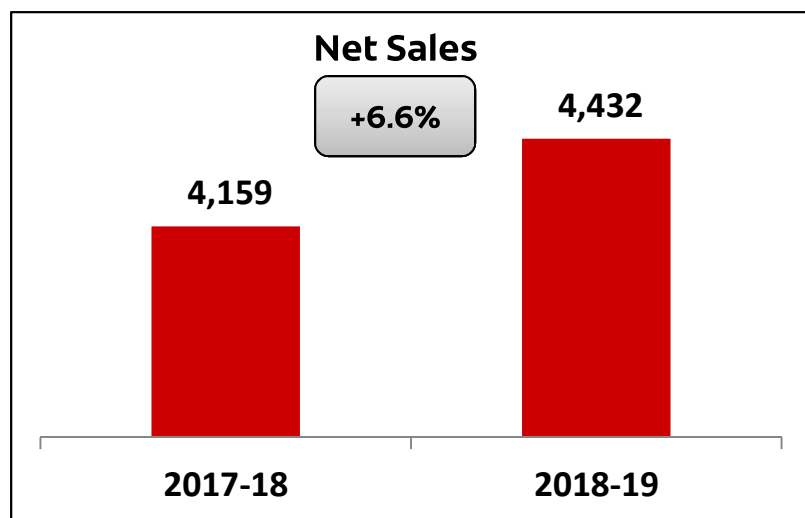
EBITDA

26.9% to NS
-150 bps

PAT

17% to NS
+5%

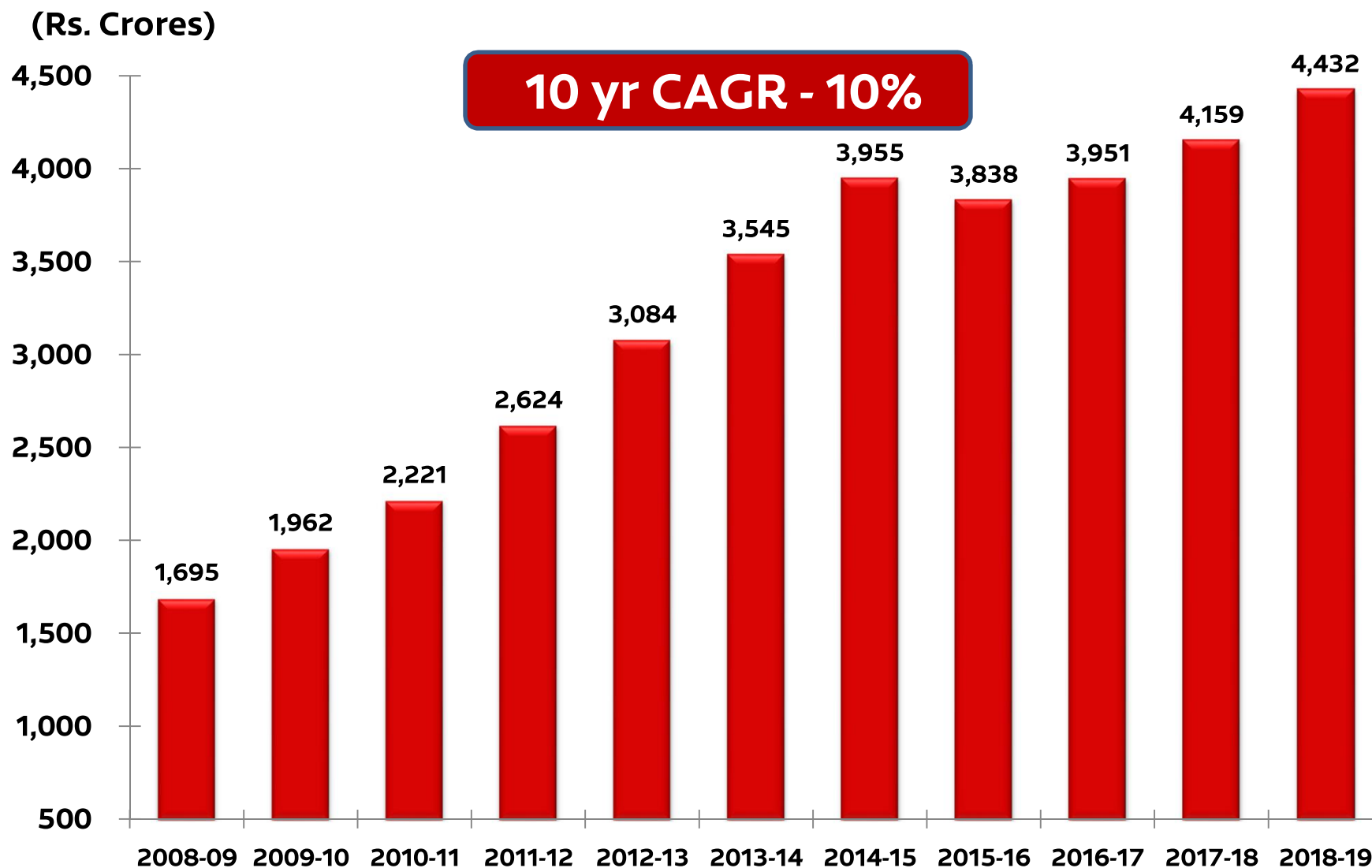
FY 2018-19



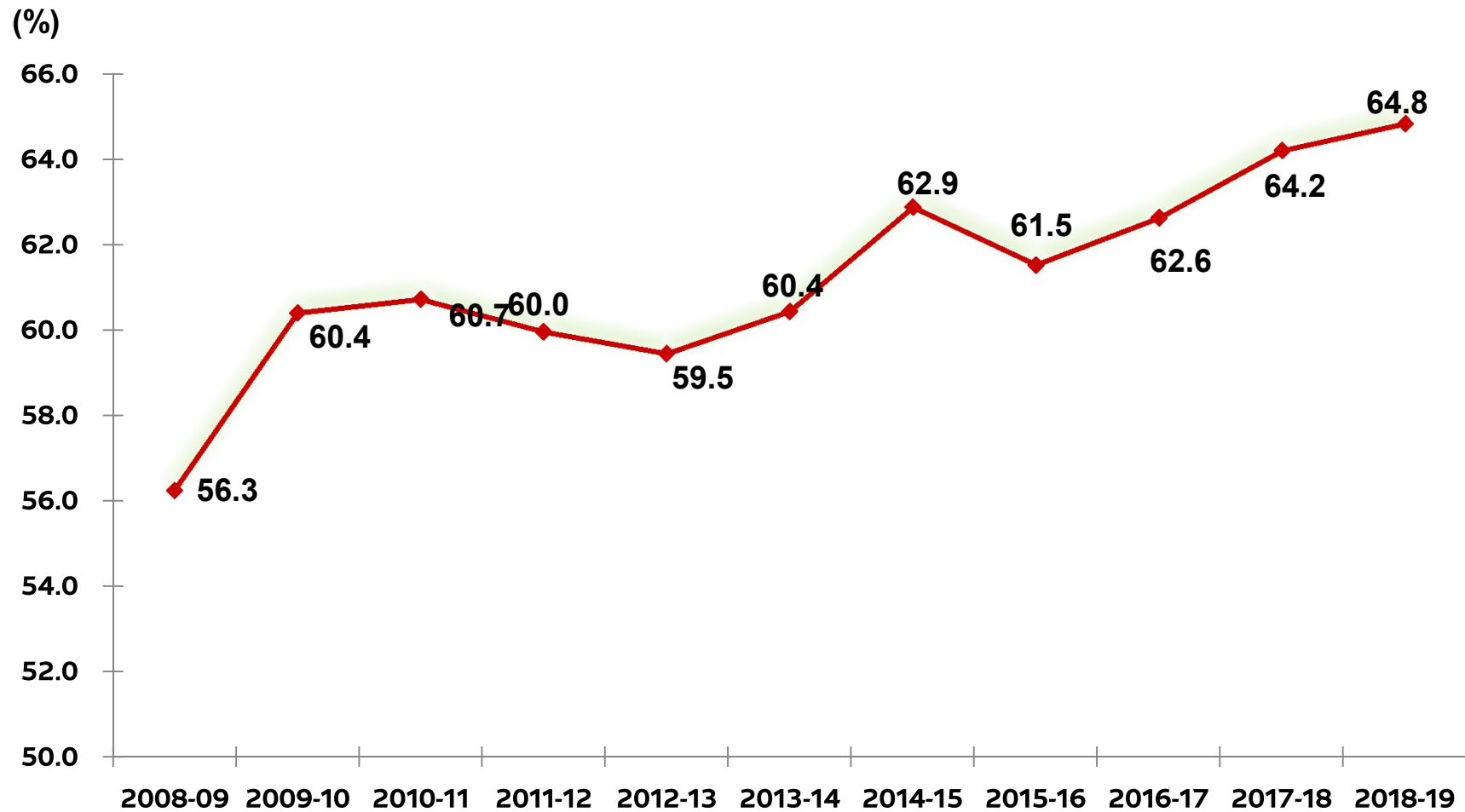
Summary

	Q4 2018-19	FY 2018-19
Net Sales	+5.7% growth	+6.6% growth
Gross Margin	64.3% to NS -120 bps	64.8% to NS +60 bps
Advertising	13.6%	12.7%
EBITDA	26.5% to NS -190 bps	27.8% to NS +100 bps
PAT	+5%	+15%

Net Sales



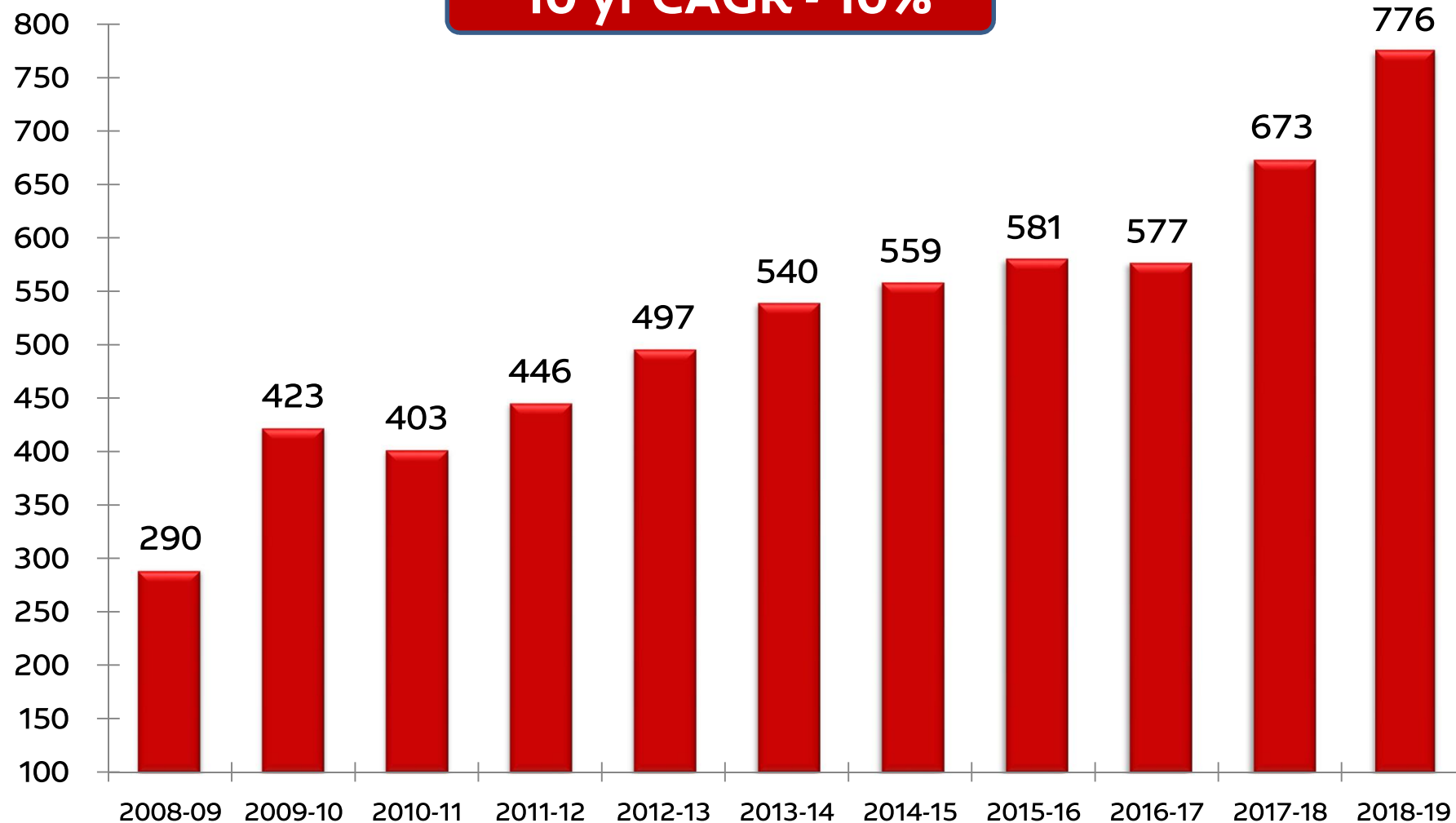
Gross Margin



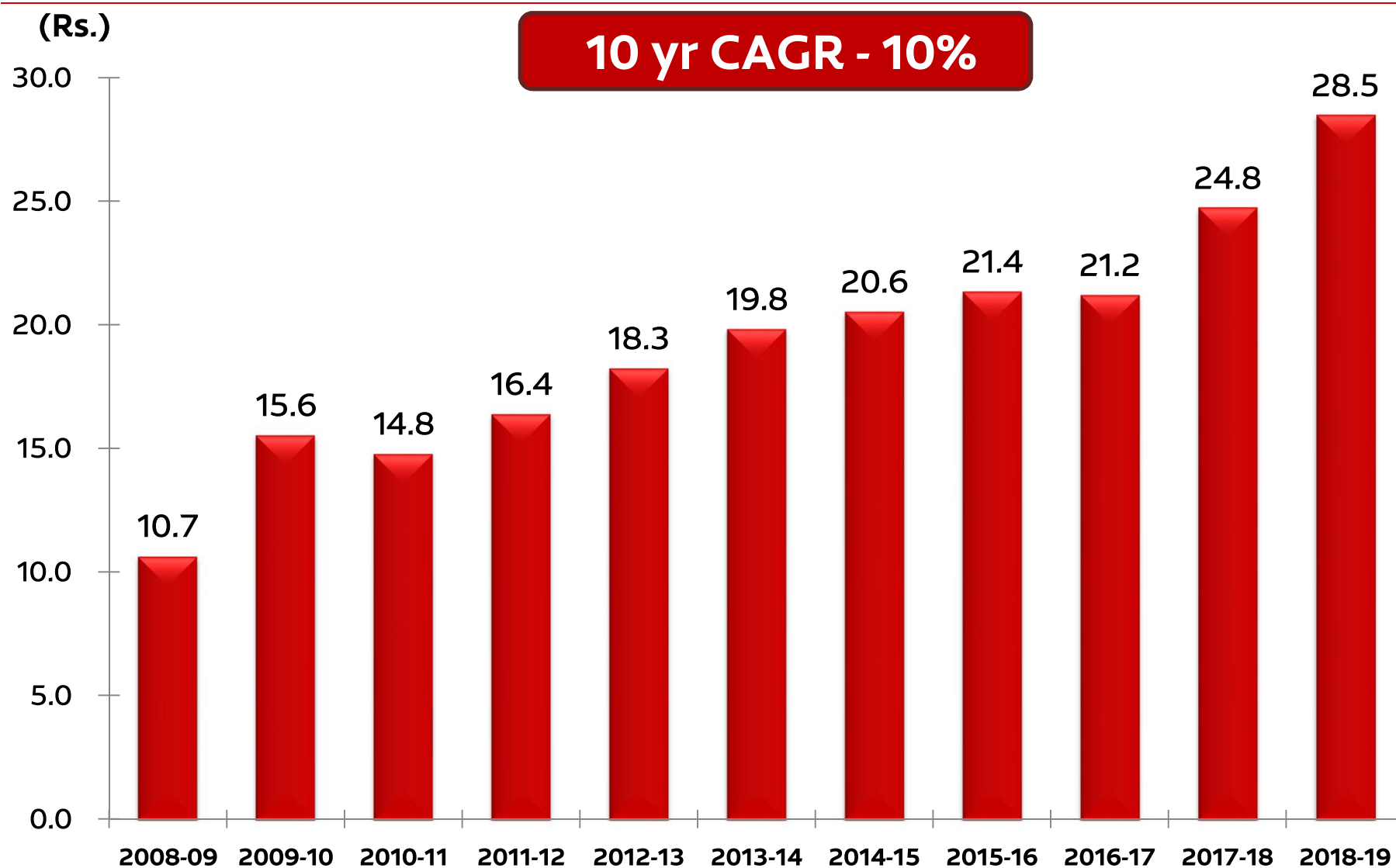
PAT

(Rs. Crores)

10 yr CAGR - 10%



EPS



Key Priorities

Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

Effective
deployment
of Cash flow

Leading to
win

High End Manufacturing Facilities



Sanand Toothpaste



Baddi Toothpaste



Goa Toothpaste



Sricity Toothbrush

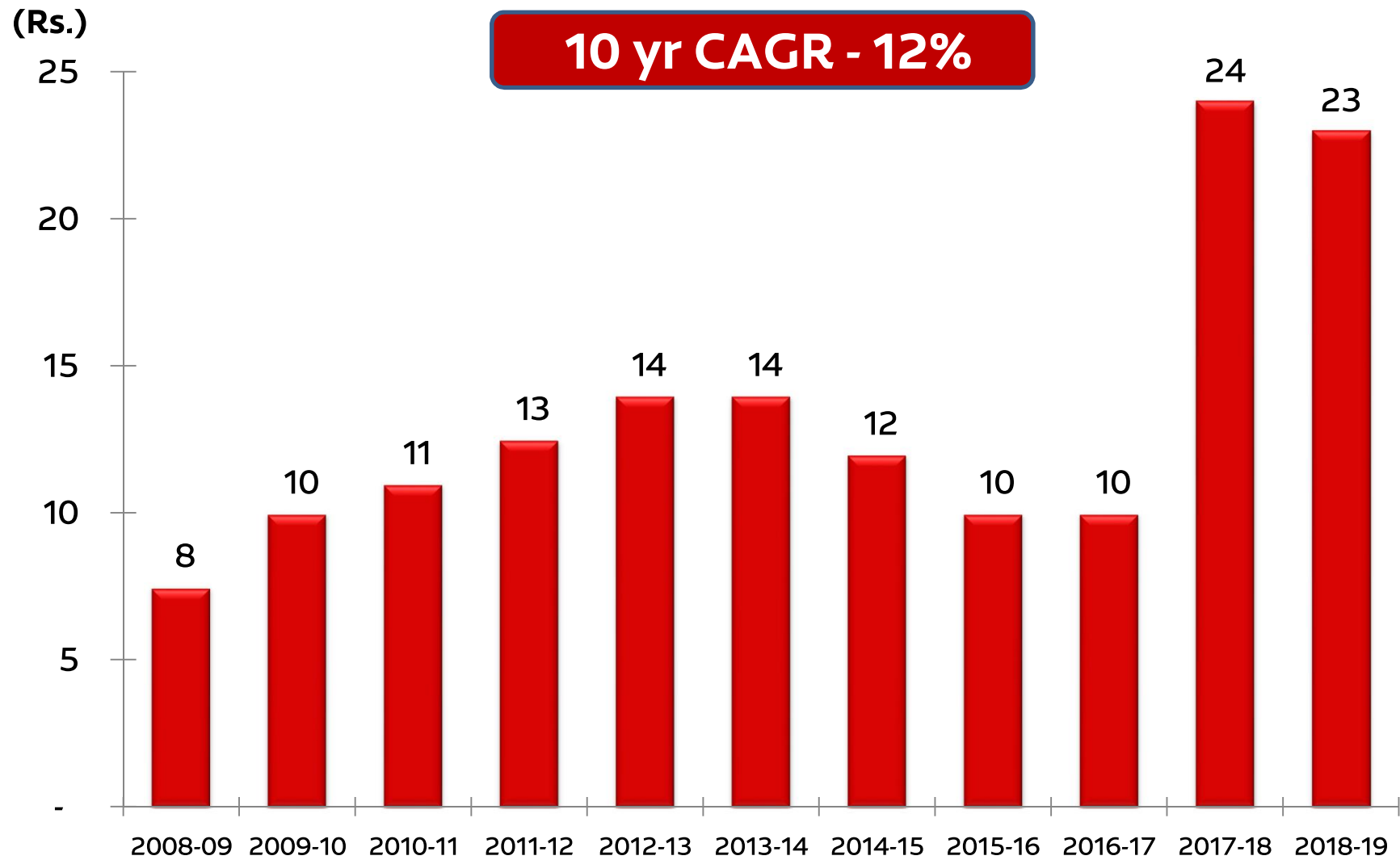
State of Art Manufacturing –Toothpaste Plant



Next Gen High Speed Automatic TB machine (Sricity)



DPS



Delivering Shareholder Returns

Year	Shares	Value
1978	IPO - 250	6,250
1994	Rights - 1,280	25,600
2019*	Holdings – 28,160	32,495,000
*As on May 23, 2019		

Dividend Received
(includes Capital reduction)

5,650,859

Compounded return of 25% since the IPO

Key Priorities

Driving
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Maximizing
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Across the
P&L

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of Cash flow

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win

Leading To Win



**Reducing our
Impact On
Climate and
Environment**



**Contributing to
Communities
we live and
work**



**Spreading
Smiles**



Sustainability at Plants



True Zero Waste Platinum Certification for all plants

Sustainability at Plants



Empty Tubes recycled to Boards



Community Clean Up Activity



1.3 MW Solar Plant at Sricity



Reusable Packing Materials



Composting of waste

Empowering our Communities

Water Program for communities
In villages of Amrawati , Maharashtra



Colgate - Seva Mandir *Education Scholarship program*

Women Empowerment through livelihoods,
supported with *Water Augmentation*



Water program at Amravati



Bhandri Village, Amravati – Program aims to support communities in 36 Villages in Amravati, Maharashtra

Water Program for Communities

Community Water Support



Drinking Water Stations for School



Water Augmentation Support



**Water Augmentation Support in Rajasthan.
Villagers have reported seeing water first time in 15 years after rains**

Women Empowerment

Floriculture



Women Self Help Groups



Bringing Smiles with BSBF



160 million+ school children contacted across 410,000 schools in last 42 years

With a Smile at the Heart of Colgate





SMILE KARO AUR SHURU HO JAO